SUBJECT AND AUTHOR INDEX

Volume 3, Numbers 1-2

The Journal of Business & Industrial Marketing
108 Loma Media Road
Santa Barbara, California 93103

SUBJECT INDEX

Article Number — *Authors*

ADVERTISING

1. Guidelines For Comparative Advertising ..... *Thomas H. Stevenson*
   In Industrial Trade Publications ..... *Linda E. Swayne*
   Volume 3, Number 1, pps. 37-44

2. Promoting Commodity Products With Co-OP ..... *Sanford Maizel*
   Volume 3, Number 2, pps. 13-16

ETHICS

3. How Salespeople Err With Purchasers: ..... *I. Fredrick Trawick, Jr.*
   Overstepping Ethical Bounds ..... *John E. Swan*
   Volume 3, Number 2, pps. 5-12

FORECASTING

4. Sales Forecasting Using Cyclical Analysis ..... *Joachim Lauer*
   Volume 3, Number 1, pp. 25-36 ..... *Terrence O'Brien*

HIGH TECHNOLOGY

5. Pricing Decision Making For High-Technology ..... *Joseph P. Grunenwald*
   Products and Services ..... *Thomas T. Vernon*
   Volume 3, Number 1, pps. 61-70

MANAGEMENT

6. Coping With Environmental Uncertainty And ..... *Steven Lysonski*
   Boundary Spanning In The Product Manager's Role ..... *Alan Singer*
   Volume 3, Number 1, pps. 5-16 ..... *David Wilemon*

7. Just-In-Time Manufacturing And Marketing— ..... *William D. Presutti, Jr.*
   Strategic Relationship For Competitive Advantage
   Volume 3, Number 2, pp. 27-36

8. The Pareto Principle: Its Use And Abuse ..... *Robert Sanders*
   Volume 3, Number 2, pps. 37-40

MARKET RESEARCH

9. How To Get More For Your Money In Mail Surveys ..... *Gary L. Clark*
   Volume 3, Number 1, pp. 17-24 ..... *Peter F. Kaminski*

MARKETING

10. Gray Markets In The United States ..... *Larry S. Lowe*
    Volume 3, Number 1, pps. 45-52 ..... *Kevin McCrohan*

11. The Sales Force As A Marketing ..... *Troy A. Festervand*
    Intelligence System ..... *Stephen J. Grove*
    Volume 3, Number 1, pps. 53-60 ..... *R. Eric Reidenbach*

12. Promoting Commodity Products With Co-Op ..... *Sanford Maizel*
    Volume 3, Number 2, pps. 13-16

13. Just-In-Time Manufacturing And Marketing— ..... *William D. Presutti, Jr.*
    Strategic Relationship For Competitive Advantage
    Volume 3, Number 2, pps. 27-36

14. Applying A Services Marketing Orientation ..... *Philip D. Cooper*
    To the Industrial Services Sector ..... *Ralph W. Jackson*
    Volume 3, Number 2, pps. 51-54

PRICING

15. Pricing Decision Making For High-Technology Products and Services ..... *Joseph P. Grunenwald, Thomas T. Vernon*
Volume 3, Number 1, pps. 61-70

MANAGEMENT

16. Contingency Pricing For Improved Profit Performance ..... *Peter J. LaPlaca*
Volume 3, Number 2, pps. 65-70

PRODUCT MANAGEMENT

17. Coping With Environmental Uncertainty And Boundary Spanning In The Product Manager's Role ..... *Steven Lysonski, Alan Singer*
Volume 3, Number 1, pps. 5-16 ..... *David Wilemon*

SALES

18. Sales Forecasting Using Cyclical Analysis ..... *Joachim Lauer*
Volume 3, Number 1, pp. 25-36 ..... *Terrence O'Brien*

19. Gray Markets In The United States ..... *Larry S. Lowe*
Volume 3, Number 1, pps. 45-52 ..... *Kevin McCrohan*

20. The Sales Force As A Marketing Intelligence System ..... *Troy A. Festervand, Stephen J. Grove*
Volume 3, Number 1, pps. 53-60 ..... *R. Eric Reidenbach*

21. How Salespeople Err With Purchasers: Overstepping Ethical Bounds ..... *I. Fredrick Trawick, John E. Swan*
Volume 3, Number 2, pp. 5-12

22. Two Faces Of The Industrial Marketing Transaction: A Buyer and Seller Framework For Goods and Services ..... *J.A.F. Nicholls, Sydney Roslow*
Volume 3, Number 2, pps. 41-50

23. Implementing A New Selling Mix ..... *Shannon Shipp*
Volume 3, Number 2, pp. 55-64 ..... *Kenneth J. Roering, Richard N. Cardozo*

SALES PROMOTION

24. Bridging Theory And Practice In The Allocation Of Sales And Promotional Resources Within Customer Organizations ..... *Morry Ghingold*
Volume 3, Number 2, pps. 17-26

SERVICES

25. Applying A Services Marketing Orientation To The Industrial Services Sector ..... *Philip D. Cooper, Ralph W. Jackson*
Volume 3, Number 2, pps. 51-54

SURVEYS

26. How To Get More For Your Money In Mail Surveys ..... *Gary L. Clark*
Volume 3, Number 1, pps. 17-24 ..... *Peter F. Kaminski*

AUTHOR INDEX

Authors	Article Number
Richard N. Cardozo	23
Gary L. Clark	9
Philip D. Cooper	25
Troy A. Festervand	20
Morry Ghingold	24
Stephen J. Grove	11
Joseph P. Grunenwald	5
Ralph W. Jackson	14
Peter F. Kaminski	9
Peter J. LaPlaca	16
Joachim Lauer	18
Larry S. Lowe	19
Steven Lysonski	6
Sanford Maizel	2
Kevin McCrohan	10
J.A.F. Nicholls	22
Terrence O'Brien	4
William D. Presutti, Jr.	7
R. Eric Reidenbach	11
Kenneth J. Roering	23
Sydney Roslow	22
Robert Sanders	8
Shannon Shipp	23
Alan Singer	6
Thomas H. Stevenson	1
John E. Swan	3
Linda E. Swayne	1
I. Fredrick Trawick, Jr.	3
Thomas T. Vernon	5
David Wilemon	6